placemakr

How Placemakr **Lifted Conversions** by 20% with One Strategic Layout Change

Directive

Case **Overview**

Reordering content to match buyer intent delivered a **50% lift in conversions from paid search**, their highest-intent traffic.

Let's talk results, not redesigns. Placemakr didn't change their product. They changed the order of operations. And that shift — driven by behavioral data — increased conversions without sacrificing bounce rate.

RESULTS SNAPSHOT

+20%
lift in add-to-cart rate overall

+50%
lift from paid search traffic — their largest, most valuable segment

25%
decrease in hero CTA clicks — clearing the path to action
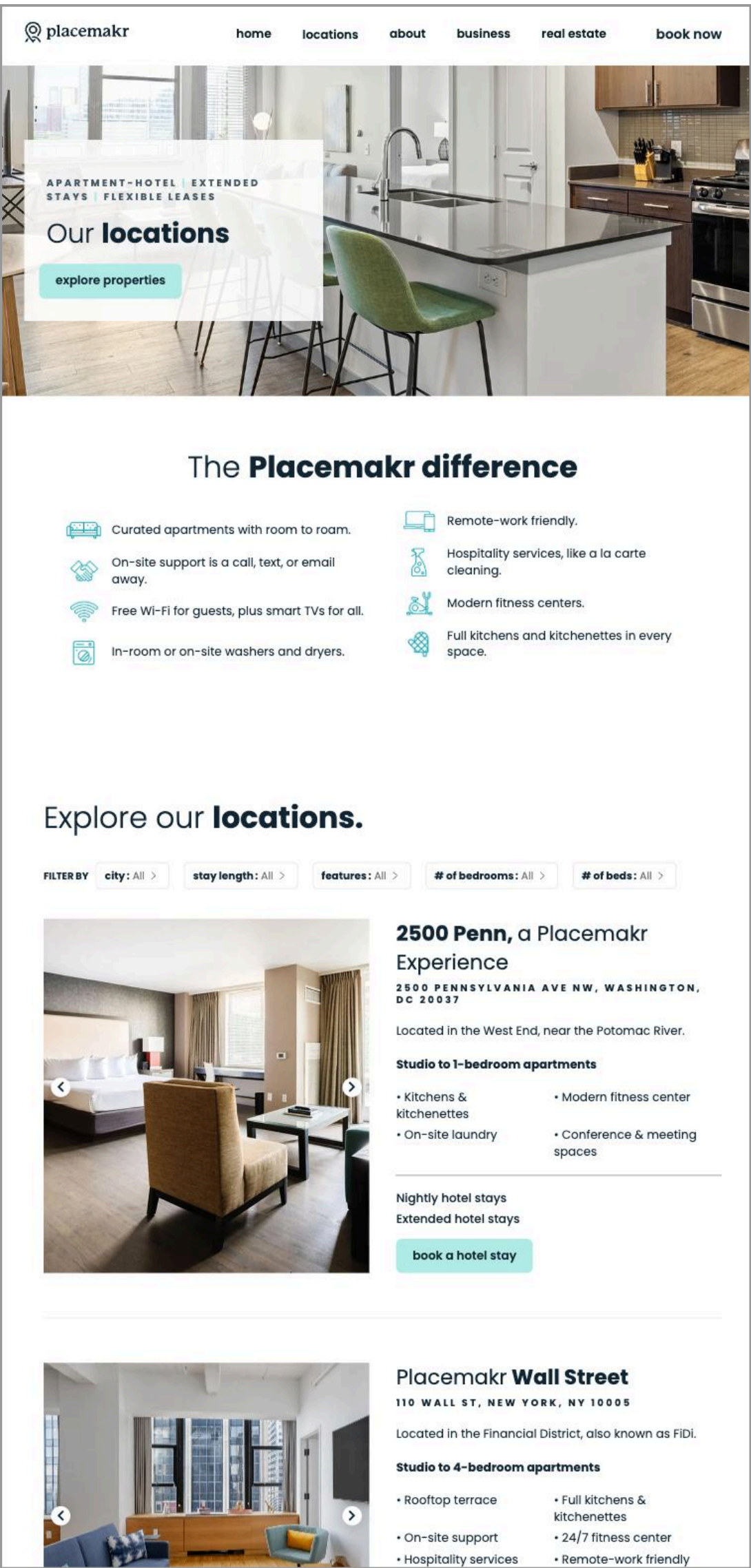
placemakr

Placemakr blends apartment living with hotel convenience, offering flexible stays for a night, a month, or more. As a tech-enabled hospitality brand, they depend on their digital experience to match the premium feel of their properties.

The **Challenge**

Placemakr's Locations page had a layout problem, and it was costing them conversions.

1. **The value prop blocked the main event.** Their "Placemakr Difference" section pushed property listings far down the page, especially on mobile. Users had to scroll before they could shop.

2. **High intent, low momentum.** Heatmaps showed visitors were dropping off before ever seeing listings, the most action-oriented content on the page.

3. **A hero CTA that misled.** While visually prominent, it didn't guide users toward conversion. It distracted instead of directing.

The result? A booking experience that slowed down the very users most likely to act.

Desktop - Control
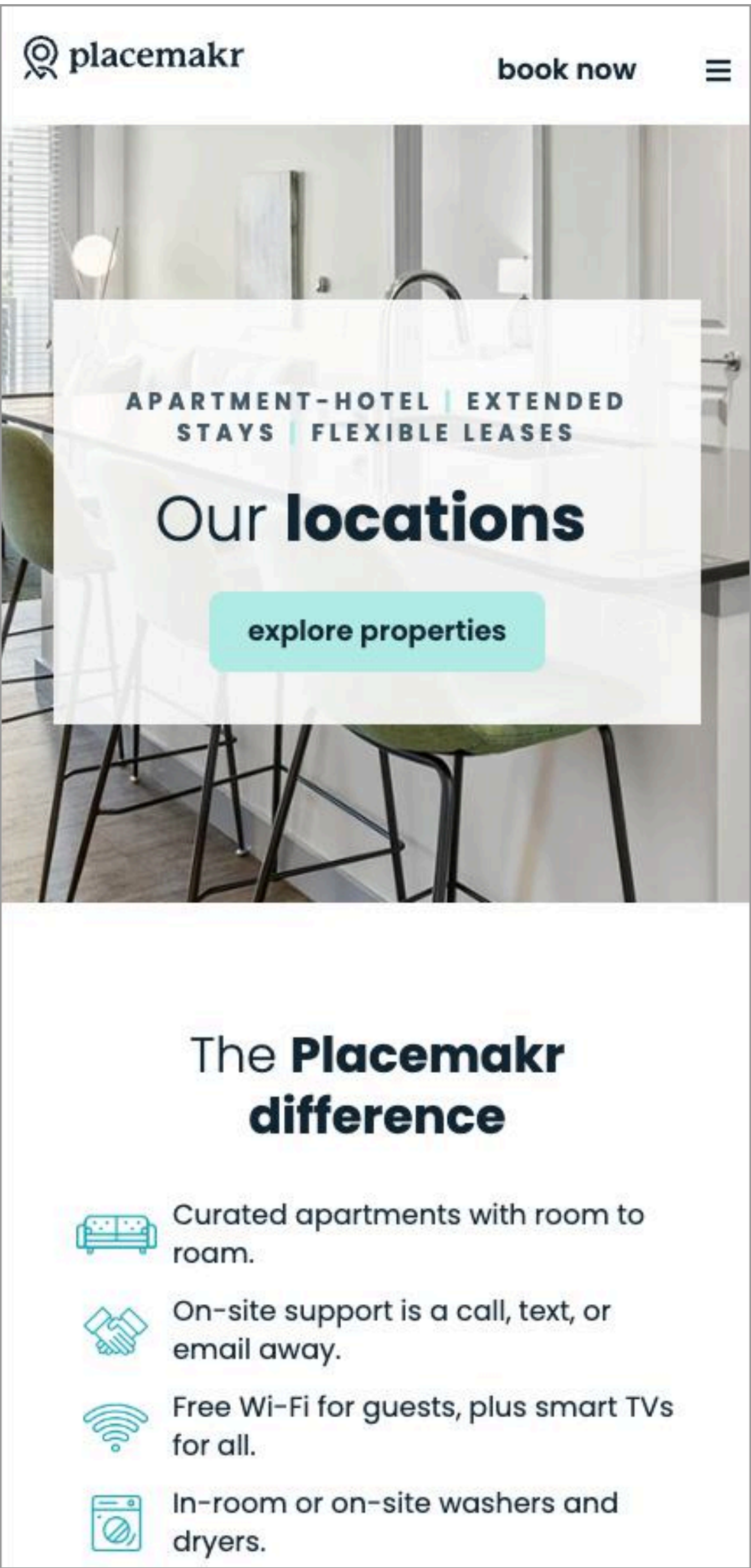
Mobile - Control

Our **Strategy**

Directive saw the opportunity immediately: **stop letting well-meaning content** get in the way of intent.

1. **Reordered for Intent.**
   We moved the "Placemakr Difference" section from the top to the bottom, clearing visual space so listings could load immediately above the fold. This aligned with user expectations: land, scan, select.

2. **Designed for Recall**
   We applied the Primacy Effect — the psychological principle that users retain early information more powerfully. By elevating listings and delaying pitch content, the page became faster and more intuitive.

3. **Prioritized Paid Search Traffic**
   Since paid search users represented the largest segment, we optimized for their mindset: fast decisions, no fluff. The new layout met them with listings immediately, not persuasion.
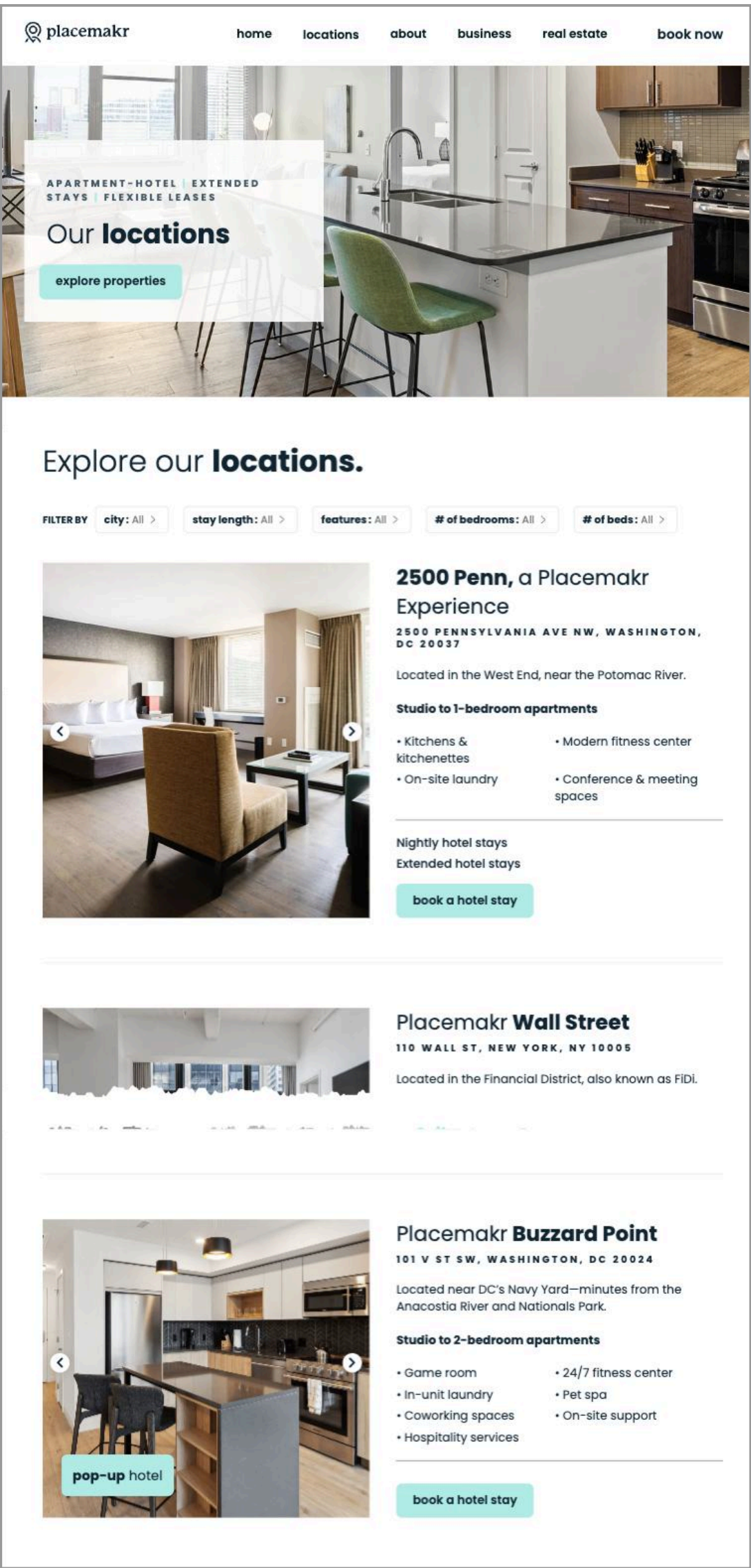
Desktop - Tested
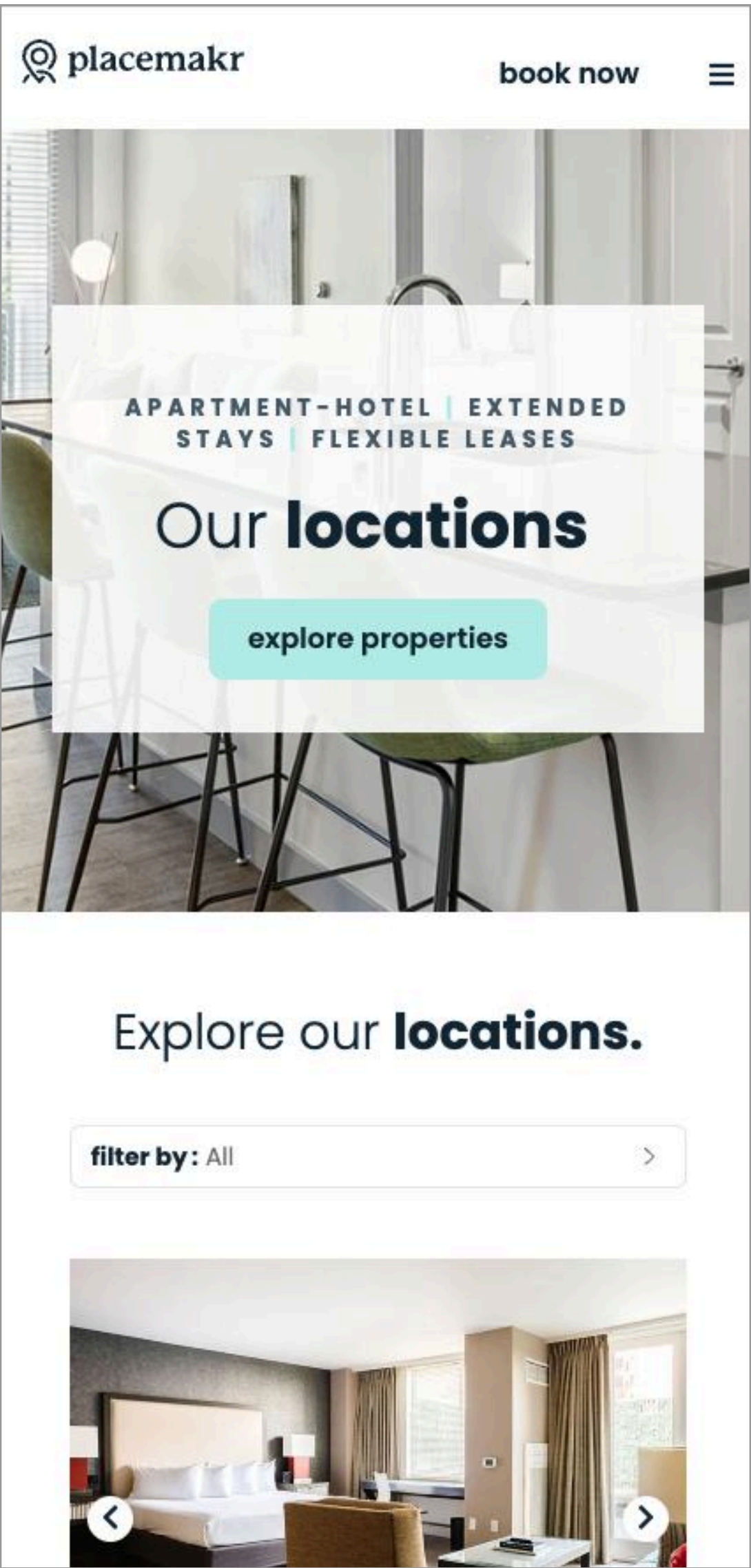
Mobile - Tested

The **Results**

The data spoke — and it exceeded expectations. This wasn't just CRO — it was strategic audience alignment.

+20%
add-to-cart rate overall (90% confidence)

+50%
lift from paid search users — proving alignment between ad click and page content

+42%
increase among returning users (directional, low-confidence), confirming that repeat traffic wants fast access to inventory, not marketing

PLUS

+ **25% fewer clicks** on the hero CTA (99% confidence) — meaning users skipped the distractions and went straight to what mattered

+ **Neutral bounce rate —** confirming the update improved flow without losing engagement

Why **It Worked**

01

Paid users converted faster.
Removing friction meant Placemakr got more from every paid click, boosting ROI on their biggest spend channel.

02

Returning users skipped the sales pitch.
Repeat visitors didn't need convincing. They needed convenience. And the new layout gave them exactly that.

03

Conversion wasn't just higher — it was smarter.
This wasn't about more clicks. It was about the right ones, from the right people, at the right time.

Unlock Wins Like This

Want to lift conversions by getting out of your users' way?
Let's build a faster path to value — together.

Book Your Strategy Call

Directive